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**Institute for Corporate Productivity in Partnership with Best Buddies International Testimony
on Integrated Employment
Provided to the National Advisory Committee on Increasing Integrated
Employment for Individuals with Disabilities**

Dear Department of Labor Advisory Committee on Increasing Competitive Integrated Employment for Individuals with Disabilities:

Congratulations and thank you all for your passion, commitment and public service. Your work will continue to make positive impact for people with disabilities and is truly history in the making. You are very much appreciated by all including the business community. My name is Kevin Martin, Chief of Research and Marketing for the Institute for Corporate Productivity (i4cp). i4cp is a human capital management research firm that discovers the people practices that drive high performance. We provide employers with the best and next people practices that will drive market performance for their organizations. We have a wide network of 10,000+ employers with a large percent of Fortune 1000 organizations who participate in our research and/or our part of member network to access our research, tools, data, peer connections and thought leadership on all topics within the human capital space.

You may be most familiar with the research i4cp published recently in collaboration with Best Buddies International (BBI) and Project Search on **Employing People with Intellectual and Developmental Disabilities**. This ground-breaking study of more than 200 mid and large-sized employers provides an empirical and statistical link between hiring individuals with I/DD and a firm's growth in revenue, market share, profitability and customer satisfaction.

I'd like to also introduce Lisa Derx, VP Government Affairs, Best Buddies International. BBI and their Jobs program develops competitive, integrated jobs that allow persons with I/DD to earn an income, pay taxes, and work in an environment alongside their coworkers. Since launching in 1994, they have never sought self-contained facility or enclave placements or work crews. The quality of the positions that BBI is able to help secure for their participants allows them to stand out among other agencies. BBI innovates by helping people with I/DD develop social and employability skills that enhance their quality of life and provide increased opportunities for self-reliance. They do this by providing active support while participants are employed and encouraging them to learn new skills and continue their professional growth.

Our (i4cp and BBI) combined goal is to leverage i4cp research, empirical data, corporations along with BBI success stories and the business community (C-level executives at major corporations) connections to promote the importance and business benefits of integrated employment and broader diversity and inclusion initiatives in the workplace.

Given the Department of Labor's commitment to engaging the public and providing the Advisory Committee on Increasing Competitive Integrated Employment for Individuals with Disabilities with access to the best expertise, knowledge, and experience available to inform its work, you will find that i4cp and Best Buddies International are uniquely qualified to provide an evidence-based view



into the business impact of hiring people with I/DD. In addition, i4cp's broader research around the application and impact of Diversity and Inclusion on key business initiatives such as Innovation, Leadership Development, and Managing Change will provide the Advisory Committee with both quantitative and qualitative evidence to support the broader business case supporting such important initiatives.

For example, i4cp can:

- Demonstrate the statistical impact of integrated employment with research such as:
 - o Top 5 Benefits for Hiring People With IDD (see Infographic)
 - § 57% claim addition of highly motivated employees
 - § 47% inclusive cultures attractive to talent pools
 - § 44% improved customer satisfaction
 - § 34% improved communication between/across cultures
 - § 34% enhanced employer brand
- Ensure that employers are aware of the process and available resources for integrated employment. Employers typically come to i4cp for thought leadership and access to peer organizations for a clear understanding of how to identify initiatives, build business cases and measure impact of their programs.

Best Buddies International can:

- Use their network of corporate supporters and celebrities to promote integrated employment. For example, Maria Shriver has long been an advocate for Jobs. While First Lady of California, she challenged all the mayors in the state to hire someone with IDD; ten of them did so through Best Buddies. Last July, she addressed the U.S. Conference of Mayors at their annual meeting, and she issued the same challenge. Such visibility and focus helps keep this topic in front of key lawmakers, while also helping some individuals secure jobs. Some of our best partnerships have been with municipalities, such as the City of Miami, Florida and the City of Los Angeles, California. Or another example is Carlos Slim, a Mexican businessman and investor, sometimes ranked as the richest person in the world. As a Best Buddies board member, we were able to call on him to promote our "I'm In To Hire" work to the business community via business media, as his name helped generate tremendous interest. Both he and Anthony Shriver did several interviews together with television and print media to promote jobs for persons with IDD.
- Continue to work with employers in securing opportunities for the BBI Jobs program.

We believe that i4cp testimony to the Advisory Committee, along with support from Best Buddies International will be instrumental in helping to prepare findings, conclusions and recommendations for the Secretary of Labor on all areas of focus, but most importantly with the following:



- Ways to increase employment opportunities for individuals with intellectual or developmental disabilities or other individuals with significant disabilities in competitive integrated employment;
- Modernizing the service delivery system and expanding the implementation of job-driven strategies and practices to promote partnerships with employers to increase the marketable skills and competitive integrated employment outcomes of youth and adults with intellectual, developmental or other significant disabilities

In addition, i4cp can also serve as a resource to create better awareness especially within the business community. In fact, i4cp is currently supporting the new White House initiative called “UpSkill America”. As you know, President Obama recently called on employers across the country to adopt or expand additional measures to help front-line workers gain the training and credentials to advance into better paying jobs - including paying for college education, offering on-the-job training or apprenticeships for career progression, and increasing access to technology-enabled learning tools. Our efforts with this initiative can also support your agenda and vice versa.

For additional information:

www.i4cp.com
<http://multisite.bestbuddies.org/jobs/>
<http://www.imintohire.org/>

Thank you for the opportunity to present this written testimony and consideration of our ongoing support of the committee.

Regards,

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